

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant DONALD N. MARTIN & COMPANY, INC. 630 Fifth Avenue, New York, NY 10111		2. Registration No. 1381
3. Name of foreign principal DANISH TOURIST BOARD	4. Principal address of foreign principal 75 Rockefeller Plaza New York, NY 10019	

5. Indicate whether your foreign principal is one of the following type:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or ☐ domestic organization: If either, check one of the following:

- | | |
|--------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify) _____ |

☐ Individual—State his nationality _____

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant. Tourist Board
- b) Name and title of official with whom registrant deals. Steen I. Lovschal, Director, North America

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom the registrant deals.
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

- a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A 11/21/84	Name and Title Donald N. Martin, President	Signature Donald N. Martin
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INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant

DONALD N. MARTIN & COMPANY, INC.

Name of Foreign Principal

DANISH TOURIST BOARD

Check Appropriate Boxes:

1. ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
2. ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☒ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

Agreed to place ads in trade and consumer publications. As a recognized agency, we received 15% commission from publications.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

We placed ads as per attached schedules.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Placed advertising in trade and consumer publications. This was a special project, which has now been completed.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B

11/21/84

Name and Title

Donald N. Martin
President

Signature

Donald N. Martin

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

INTERNATIONAL TRAVEL DEVELOPMENT **Donald N. Martin**
& Company, Inc.
630 FIFTH AVENUE • NEW YORK, N.Y. 10111 • 212 307-1200

June 27, 1983

To: DANISH TOURIST BOARD

Re: Update re advertising

We have sent insertion orders for a 1/2 page black and white ad to the following:

<u>PUBLICATION</u>	<u>DATE OF ISSUE</u>	<u>COST</u>
INCENTIVE MARKETING	July	\$ 1,685.00
INCENTIVE TRAVEL MANAGER	October (IT & ME Show)	1,615.00
INSURANCE CONFERENCE PLANNER	August	875.00
MEETINGS & CONVENTIONS	July (Incentive Travel A to Z)	3,395.00
SUCCESSFUL MEETINGS	September (Incentive World Wide)	<u>2,885.00</u>
		\$10,455.00

DANISH TOURIST BOARD/SAS: INSERTIONS FOR NOVEMBER 1983 - JANUARY 1984

RECAPITULATION

Ad size: 7 1/4 x 10 1/2 = Standard Advertising Unit #10 (8 1/16 x 10 7/16)

<u>SUNDAY TRAVEL SECTIONS</u>	<u>B&W SAU #10</u>	<u>NO. OF INSERTS</u>	<u>DATES</u>	<u>COST</u>	<u>AMOUNT INVOICED</u>
ATLANTA J.L. CONSTITUTION	\$ 4,380.00	3	11/13 11/20 11/27	\$ 13,140.00	\$ 8,760.00
CHICAGO TRIBUNE*	5,453.00	1	11/27	5,453.00	
		1	11/30 NC		
	5,283.00	2	12/4 12/18	10,566.00	10,522.00
NEW YORK TIMES**	8,901.00	2	11/20 12/4	17,802.00	18,360.00
PHILADELPHIA INQ.	5,909.40	3	11/13 11/20 12/4	17,728.20	17,728.20
TOTAL:	<u>\$ 29,926.40</u>	<u>12</u>		<u>\$ 64,689.20</u>	<u>\$ 55,370.20</u>

*Discount for two insertions in same month

**Quantity discount price

MAGAZINES

NEW YORK TIMES 4/5 Page	\$ 14,185.00	3	1/8 1/15 1/29	\$ 42,555.00	\$ 39,435.00
NEW YORKER Page	11,100.00	2	11/28 12/12	22,200.00	22,200.00
	11,750.00	1	1/2	11,750.00	11,750.00
TOTAL:	<u>\$ 37,035.00</u>	<u>6</u>		<u>\$ 76,505.00</u>	<u>\$ 73,385.00</u>
GRAND TOTAL:	<u>\$ 66,961.40</u>	<u>18</u>		<u>\$ 141,194.20</u>	<u>\$ 128,755.00</u>